he pleases. Yet whenever he attempts to exercise his potential authority, he finds himself frustrated.

This inability to translate circulation into enduring political influence has been particularly galling to Lord Beaverbrook, for whom politics have a great fascination, and whose Presbyterian ancestry has endowed him with demagogic gifts[24] and a passion to exercise them. Despite his intimacy with Bonar Law and his part in putting him in office, he was not offered the Colonial Secretaryship after which he aspired when Bonar Law became Premier. Bonar Law's death and Mr. Baldwin's succession to the Premiership, put the Colonial Office, or any other, more than ever outside his reach. If he had only known it, when he acted as a pall-bearer at Bonar Law's funeral he was also acting as pall-bearer at the funeral of his own political career.

The calamitous electoral consequences to the Conservative Party of Mr. Baldwin's Safety First policy, and the Labour Government's indecision and loss of prestige, seemed to provide an excellent opportunity for another attempt on Lord Beaverbrook's part to make himself felt politically. With three newspapers—the *Daily Express,* the *Evening Standard,* and the *Sunday Express*—at his disposal for publicity purposes, he launched his Empire Crusade, whose object was: 'To develop the industries and resources of all parts of the British Empire to the fullest possible extent, and for that purpose to make the Empire a single economic unit, removing so far as possible all obstacles to Freedom of Trade between constituent parts.'

The response to this Crusade on the part of the public was,

according to Lord Beaverbrook's newspapers, astounding. 'In the whole history of British politics,' the Editor of the *Daily Express* wrote, 'there has never been anything more heartening than the response of the public to the appeal of the conveners of the Empire Crusade.' Enthusiastic accounts appeared daily of offers of help which had been received from 'rich and poor,

[24] A *Manchester Guardian* reporter, later to become well known as book critic on the *Evening Standard,* in giving Ms impressions of Lord Beaverbrook's oratory, felicitously described him as 'a pedlar of dreams'.